

Please amend the claims as follows:

1. (Amended) A reflector, comprising a plurality of light-reflective concave portions formed on a surface of a base material, each of the concave portions being a concave surface and being formed so that an inclination angle (an absolute value of an angle between a plane tangential to a point on the concave surface and the surface of the base material) is maximized on a side portion of said concave portion.

9. (Amended) The reflection type liquid crystal display device according to claim 8, wherein the reflector is formed so that the side portion having the maximum inclination angle of the concave surface of each of the plurality of the concave portions is aligned in a certain direction and is mounted so that the side portion having the maximum inclination angle of the concave surface of each of the plurality of the concave portions is disposed on a side opposing a viewpoint of an observer.

Please add new claims 17- 27 as follows:

17. (New) A reflector-type liquid crystal display device comprising:

a reflector comprising a plurality of light reflective concave portions on a surface of a base material, each said concave portion having a curved surface with a maximum inclination angle at one side portion thereof so that the one side portion has a larger reflectance magnitude than an opposing side portion, and a light reflectance peak at a predetermined angle in accordance with a location of the maximum inclination angle, and that opposes a viewpoint of an observer.

18. (New) A reflector, comprising:

a base material having a light-reflecting surface; and
a plurality of curved portions, said portions formed on a surface of the base material,

wherein said curved portions have a plurality of shapes, in which an inclination angle (an absolute value of an angle between a plane tangential to a point on the surface of the curved portion and the surface of the base material) of each said shape is maximized on a side portion of said curved portion.

19. (New) A reflector as recited in claim 18, wherein an intensity of incident light reflected from the curved portions is preferentially increased in at least one desired angular direction.

20. (New) A reflector as recited in claim 18, wherein said shapes are of a concave form as viewed by an observer opposed to the light-reflecting surface.

21. (New) A reflector as recited in claim 18, wherein at least one of the shapes is a section of an ellipsoid intersecting the reflector surface at an angle other than orthogonal to an ellipsoid axis.

22. (New) A reflector as recited in claim 18, wherein at least one of the shapes is a section of a paraboloid intersecting the reflector surface at an angle other than orthogonal to a paraboloid axis.

23. (New) A reflector, comprising:
a base material having a light-reflecting surface; and
a plurality of curved portions, said portions formed on a surface of said base material,

wherein said curved portions have a plurality of shapes, each shape having at least two radii of curvature whose centers of curvature lie on non-collinear lines, each said line being orthogonal to a plane of the base material.

24. (New) A reflector as recited in claim 23, wherein an intensity of incident light reflected from the curved portions is preferentially increased in at least one desired angular direction.

25. (New) A reflector as recited in claim 24, wherein said shapes are of a concave form as viewed by an observer opposed to the light-reflecting surface.
26. (New) The reflection type liquid crystal display as recited in claim 9 wherein a layer of optically transparent material that does not substantially diffuse incident and reflected light passing through said layer is applied to the reflector.
27. (New) The reflection type liquid crystal display as recited in claim 16 wherein a layer of optically transparent material that does not substantially diffuse incident and reflected light passing through said layer is applied to the reflector.